

# The Billboard

APRIL 13, 1957

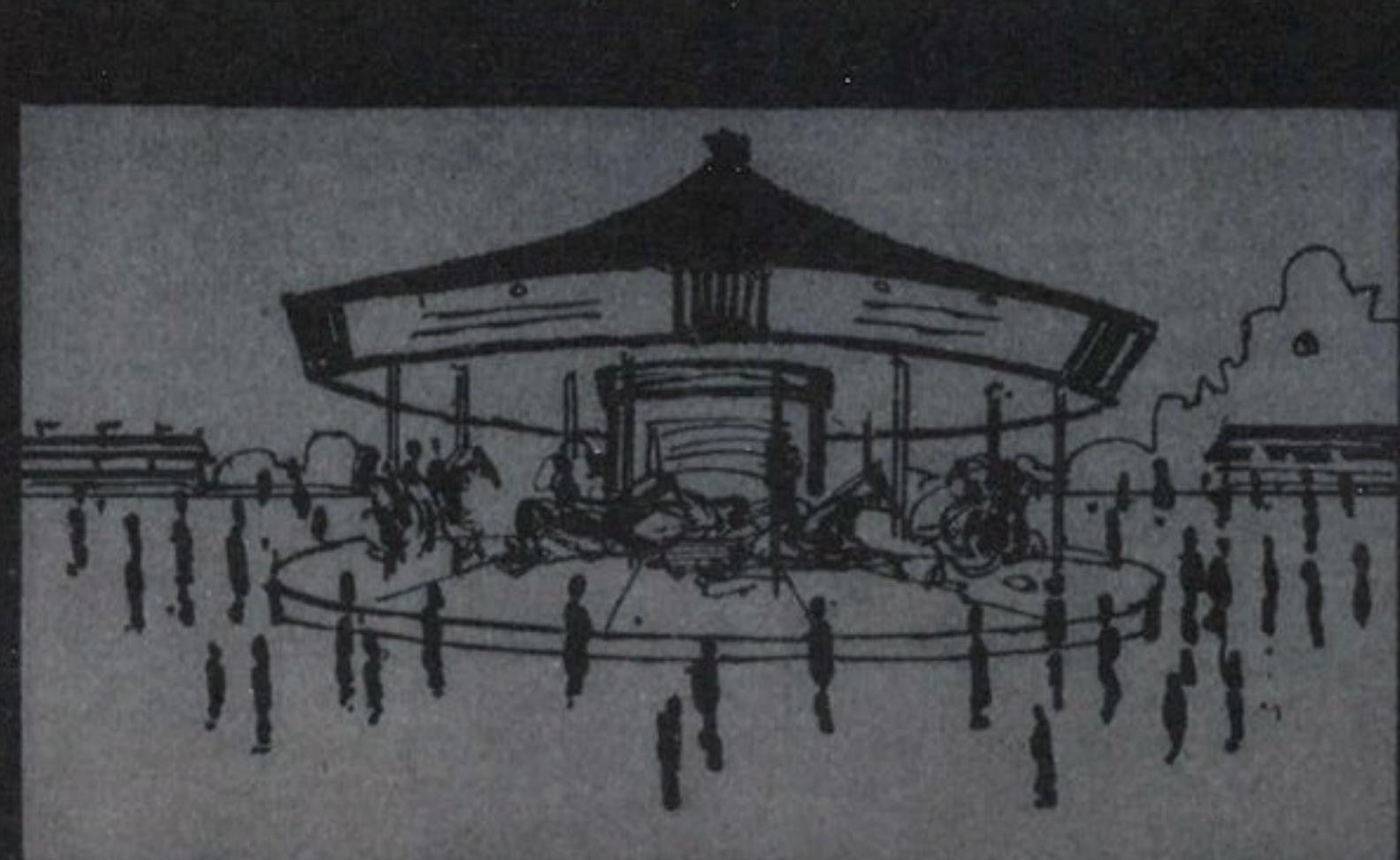
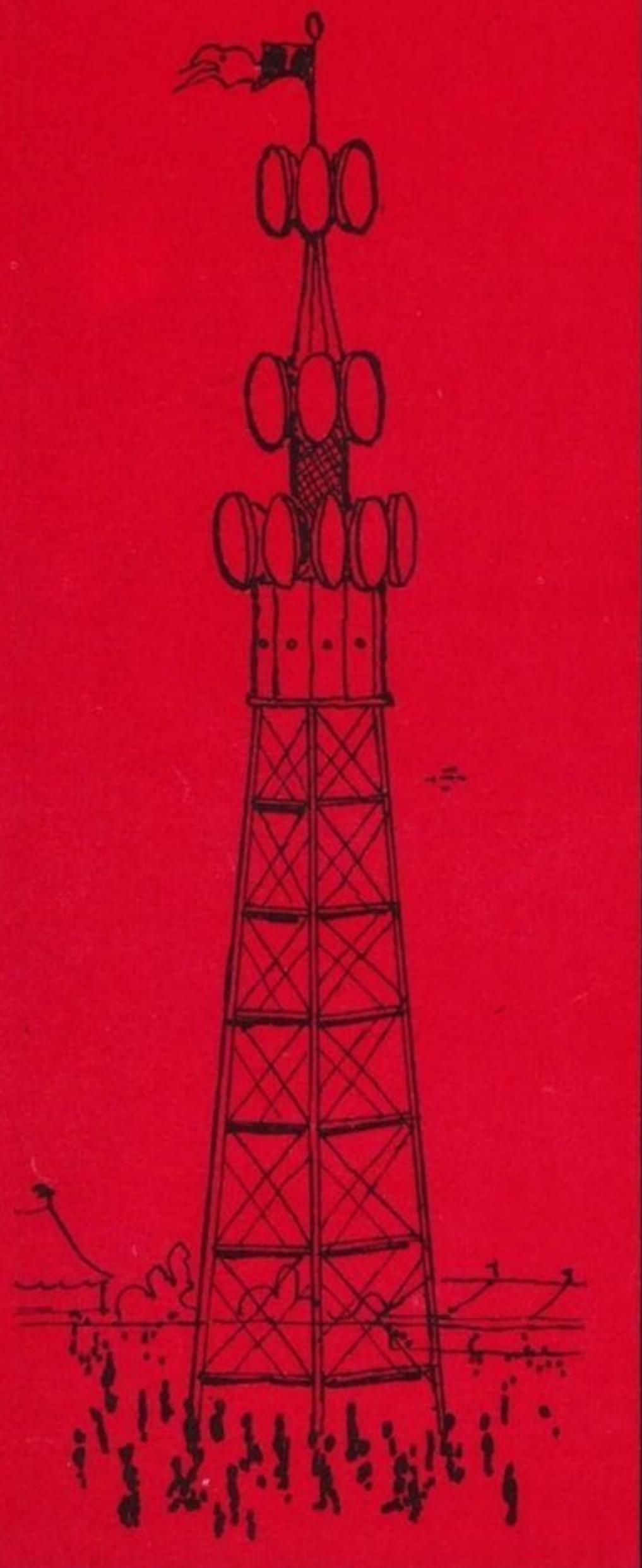
PRICE 35¢

SECTION TWO

# Spring Special

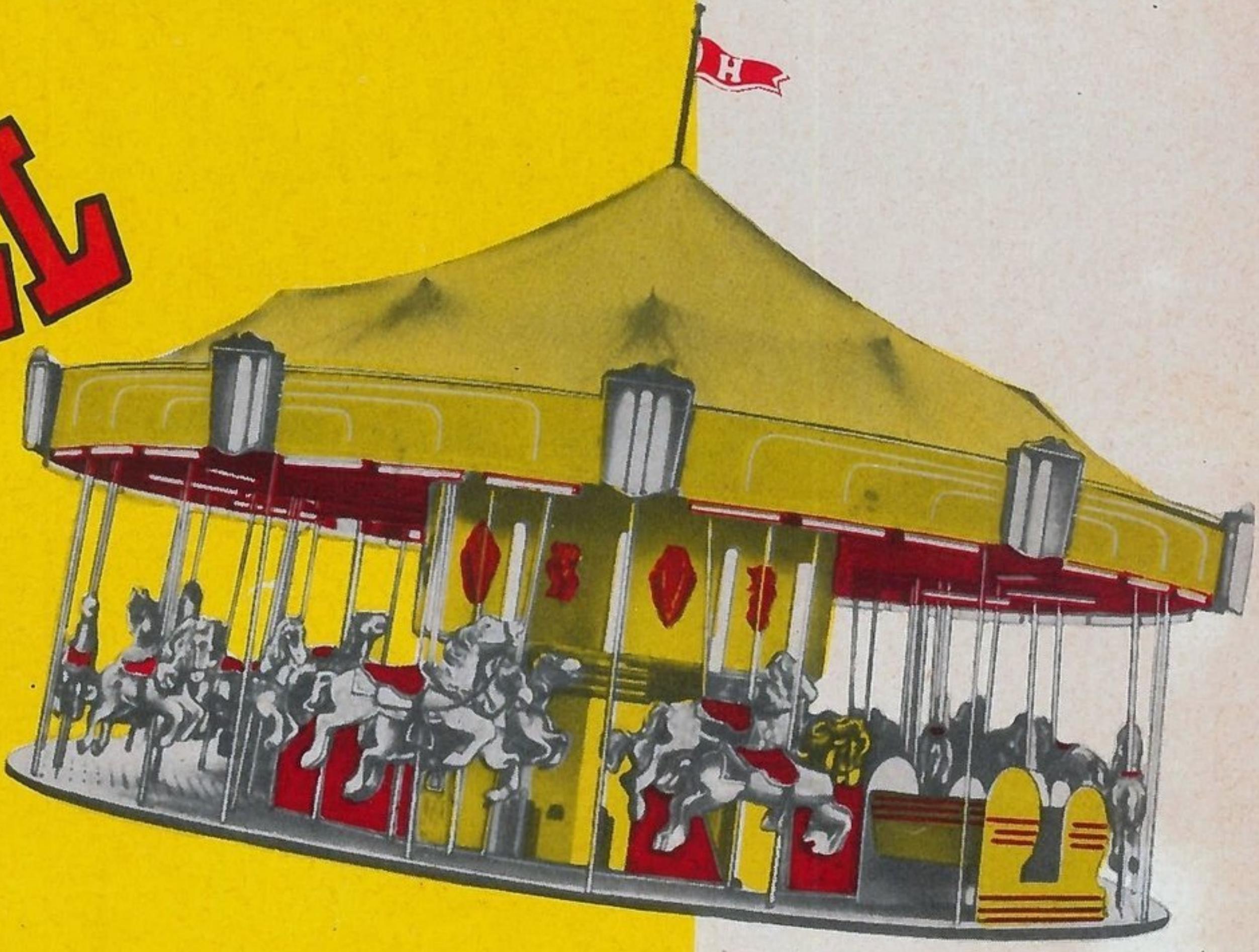
featuring the 1957

outdoor amusement  
directory issue



**the Best merry-go-round you can buy**

**ALLAN  
HERSCHELL**



**...and the Best miniature train you can buy**



**from one Dependable source...**

**ALLAN  
HERSCHELL**

**ALLAN HERSCHELL COMPANY, Inc., and MINIATURE TRAIN DIVISION  
104 OLIVER ST. NORTH TONAWANDA, N. Y.**

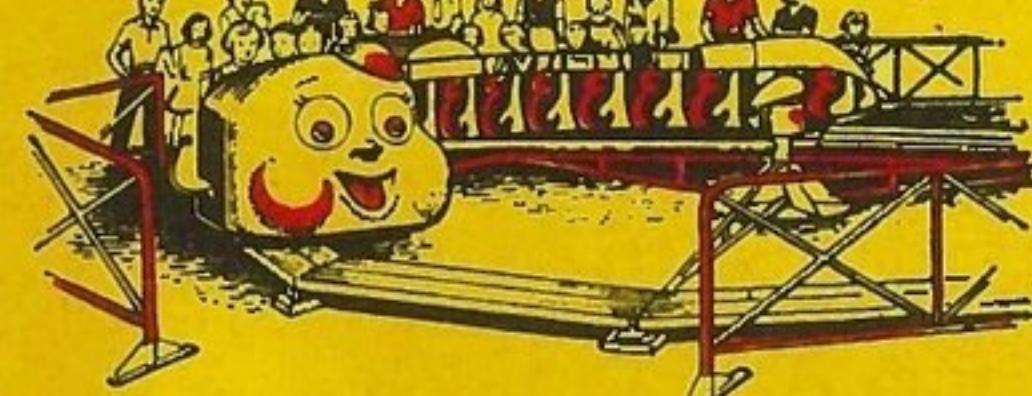
**OUR POLICY for 77 years:**  
to give you rides that are

- ★ BUILT BETTER
- ★ TO LAST LONGER
- ★ WITH LESS MAINTENANCE

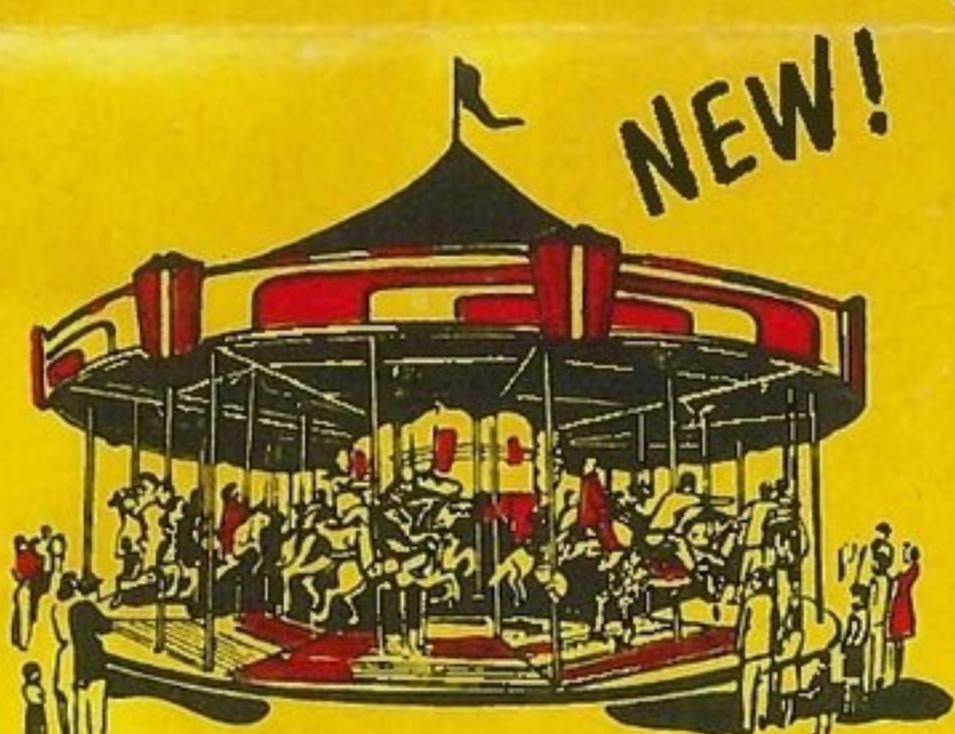
*Allan Herschell Co., Inc.*



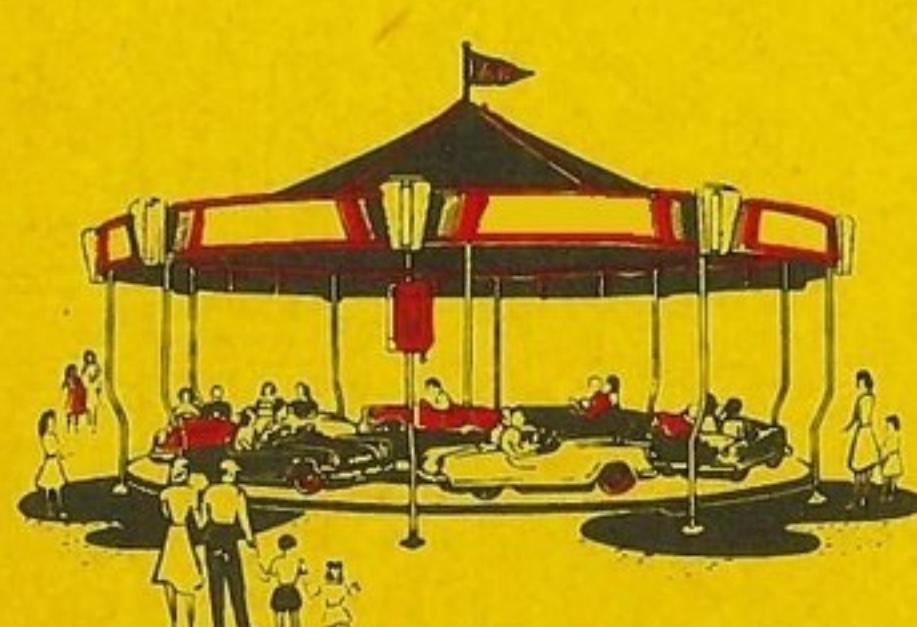
KIDDIE TANK RIDE



JOLLY CATERPILLAR



MERRY-GO-ROUNDS



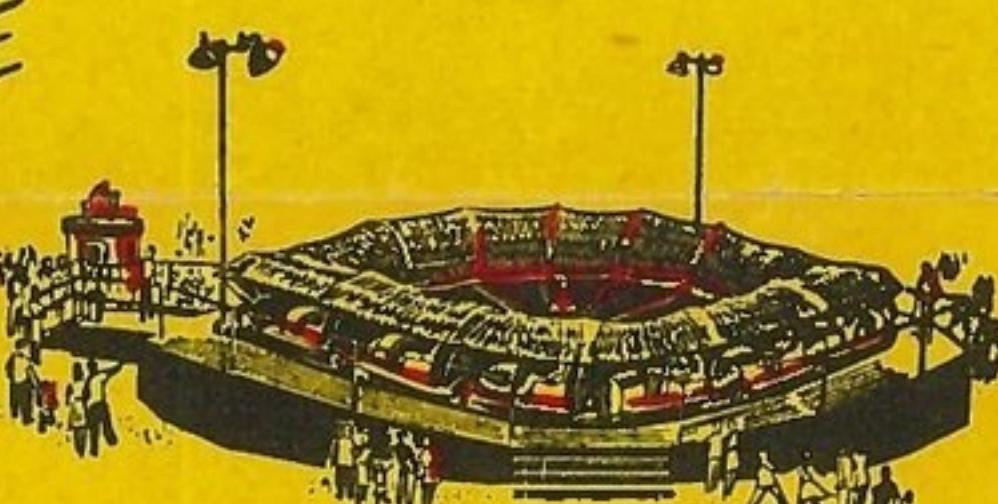
KIDDIE AUTO RIDE



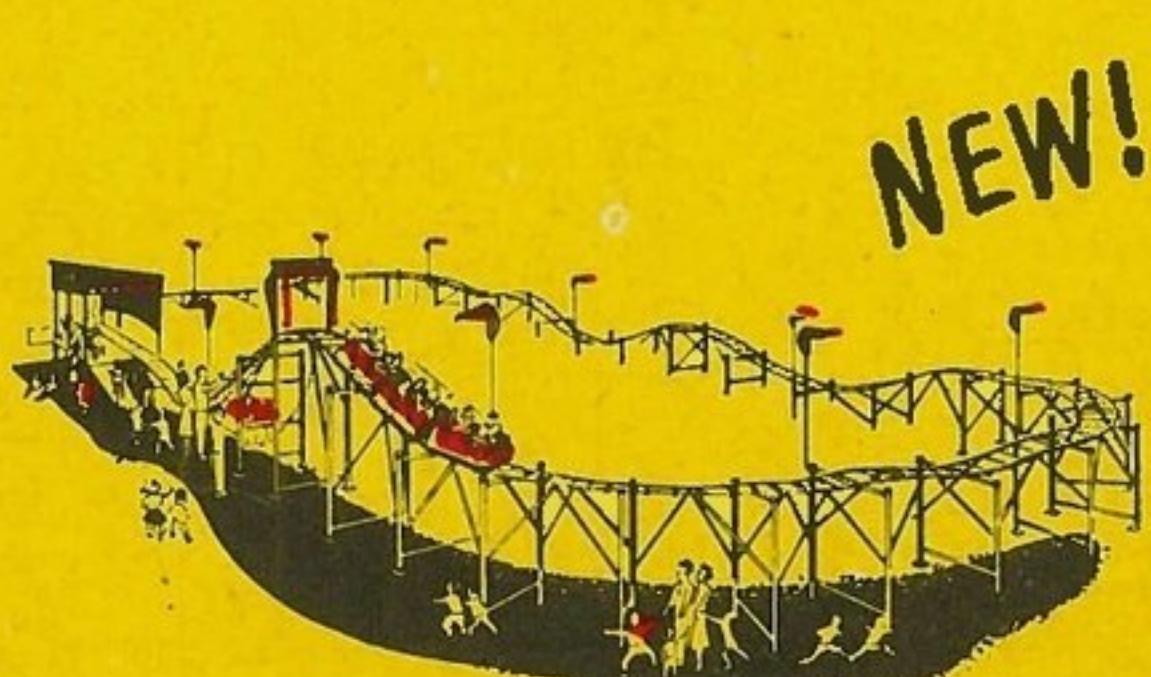
SKY FIGHTER



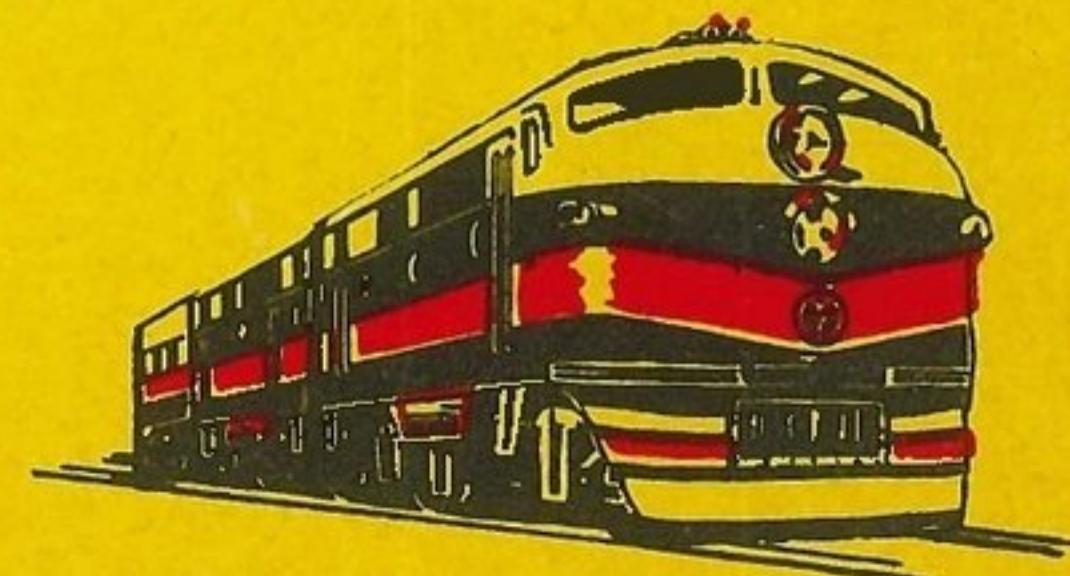
ROADWAY RIDE



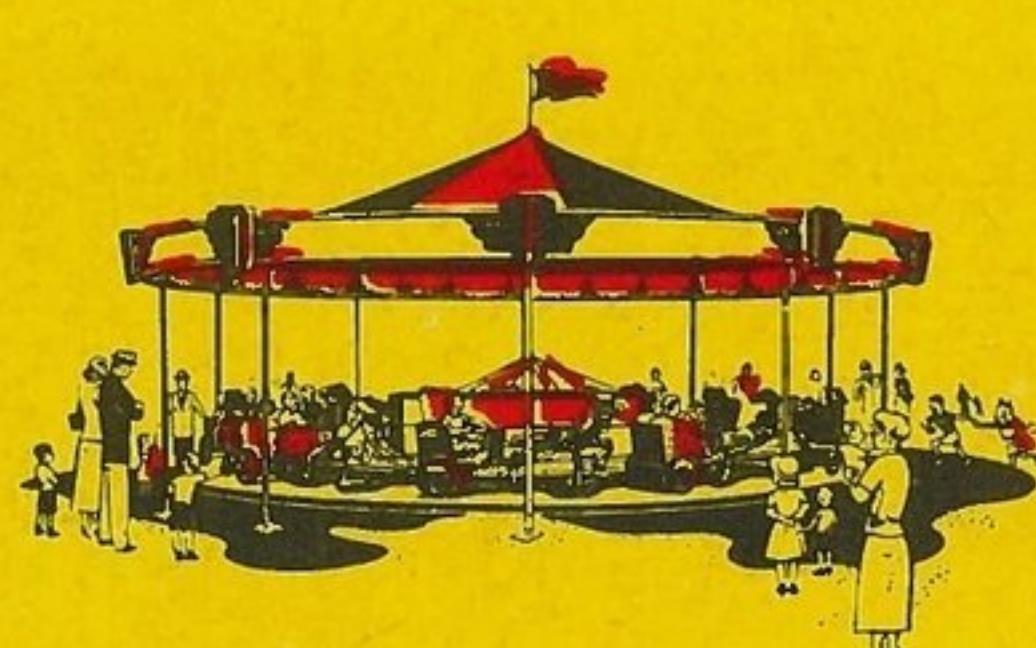
CATERPILLAR



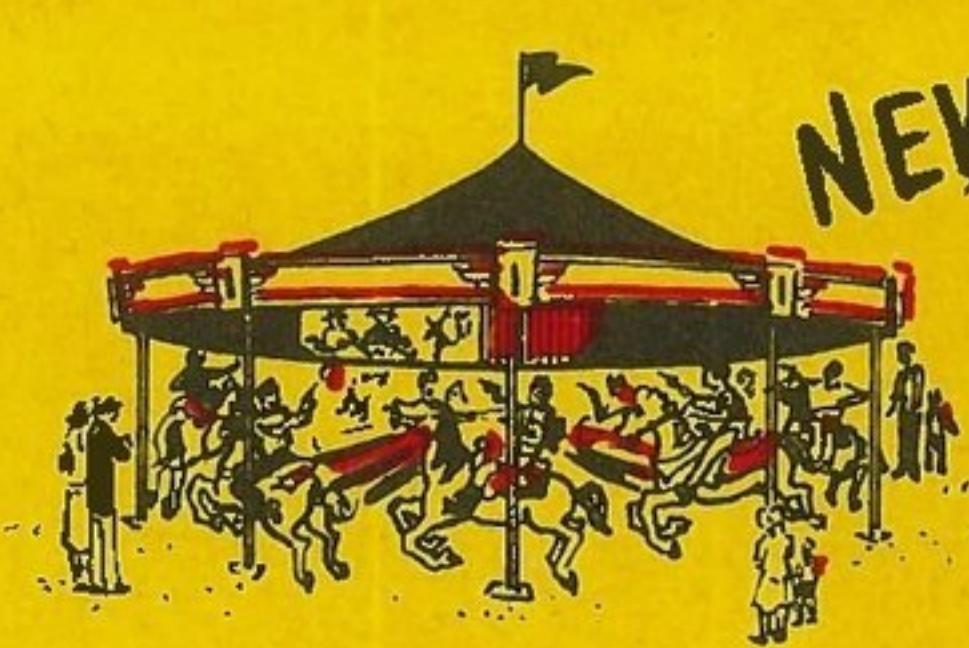
ROLLER COASTER



MINIATURE TRAIN



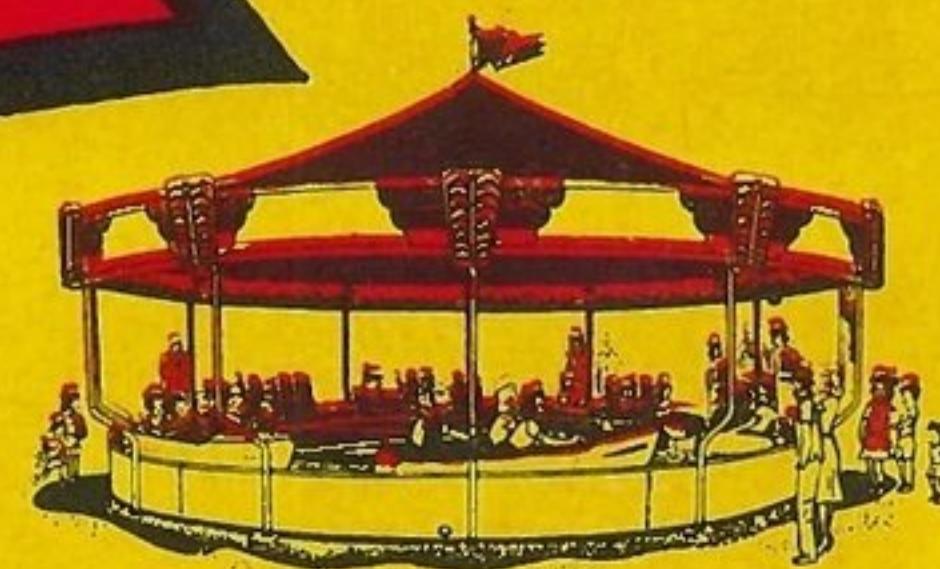
KIDDIE BUGGY RIDE



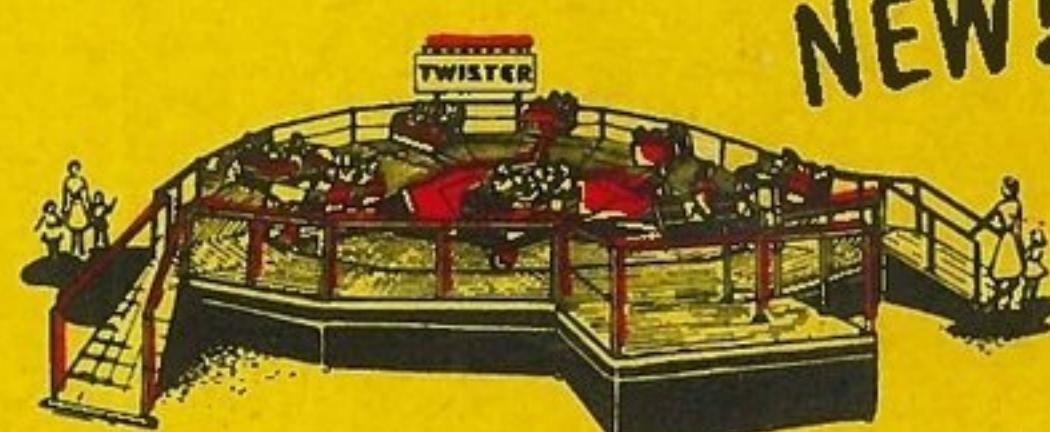
RODEO

**ALLAN  
HERSCHELL**  
COMPANY, INC.  
NORTH TONAWANDA, N.Y.

*Best Investment You Can Make  
Is An Allan Herschell Amusement Ride*



KIDDIE BOAT RIDE



TWISTER

NEW!



CATERPILLAR

NEW!

# Kids Do Their Own Piloting In The ALLAN HERSCHELL HELICOPTER RIDE



This ad by David E. Bradley Jr., designer and licensor. Patents applied for.

The kids get a kick out of this ride and the owners do also when they see the money rolling in from Allan Herschell's great new Helicopter Ride. In less than one year the Helicopter has become one of the top amusement rides, appealing to park and kiddieland operators and to carnival owners.

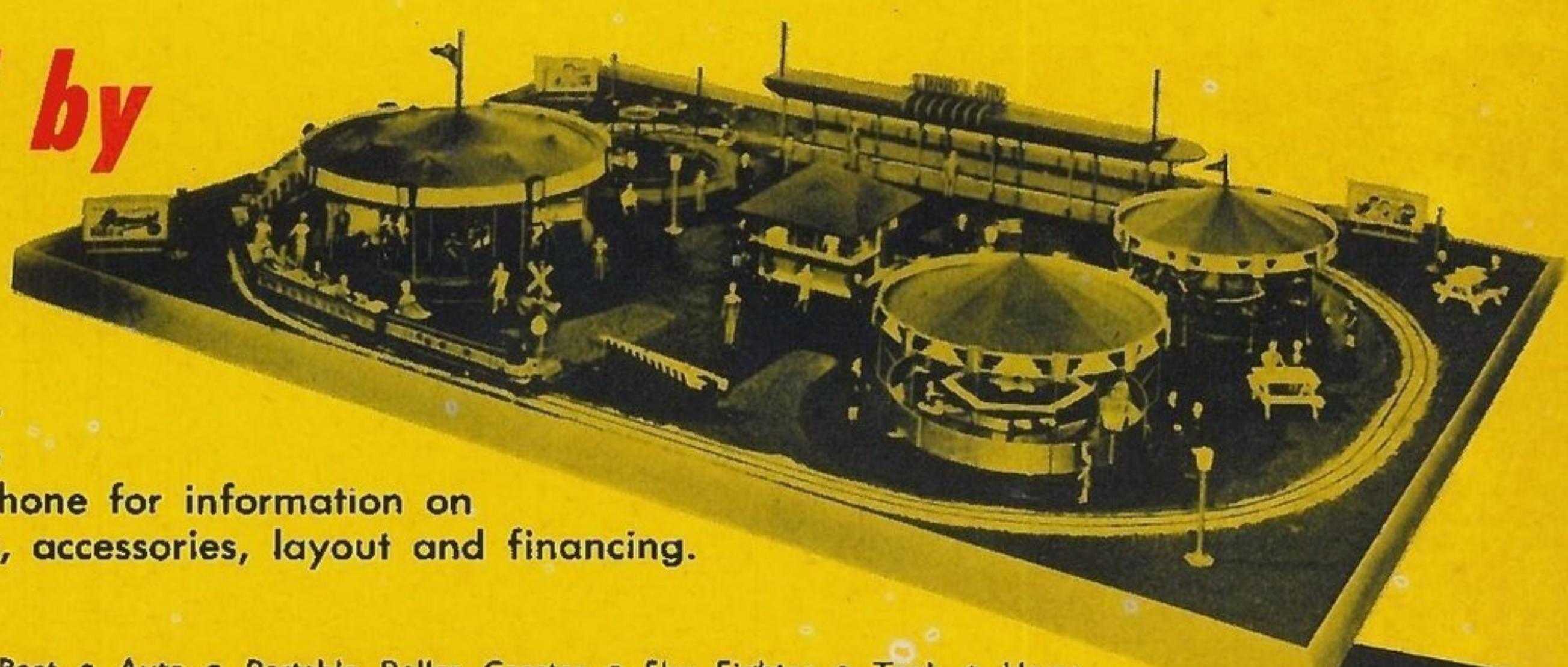
The following 22 have placed orders for this ride:

Mac Duberges, Toronto  
Royal American Shows, Tampa  
Playland Park, San Antonio, Tex.  
Spring Lake Amusement Park,  
Oklahoma City  
Ward's Kiddieland, Coney Island  
Playtown Park, Morton, Pa.  
Art Fritz, Chicago  
Capital Corporation, Houston, Tex.  
Kiddieland Park, Rockford, Ill.  
Olympic Park, Irvington, N. J.  
Thomas Bros.' Shows, Lennox, S. D.

Euclid Beach Park, Cleveland  
Hunt's Pier, Wildwood, N. J.  
The Glen, Williamsville, N. Y.  
Earl Purlie, Richmond, Va.  
Milton Jensen, Independence, Mo.  
Northfield Kiddie Park, North Randall, O.  
Playland Park, Pensauken, N. J.  
Olson Shows, Hot Springs, Ark.  
Ed Sweet, Mooresville, N. C.  
World of Mirth Shows, Richmond, Va.  
Bernard Arent, Toronto

*For Your Own PRIDE, PLEASURE and PROFIT—  
A Complete Kiddieland by  
Allan Herschell*

Kiddielands are a fascinating business. It is fun to entertain children and fun to make money. Now is the time to get ready for the boom in the birth rate. Write or phone for information on Allan Herschell's complete Kiddieland service . . . rides, accessories, layout and financing.



Merry-Go-Rounds • Miniature Trains • Boat • Auto • Portable Roller Coaster • Sky Fighter • Tank • Horse and Buggy • Jolly Caterpillar • Helicopter • Roadway Ride • Rodeo • Gasoline Sports Cars • Twister • 18-car Cat • Record Player • Records • Tapes • Ride Timers • Canvas

**ALLAN HERSCHELL**  
Company, Inc.

104 OLIVER ST.  
NORTH TONAWANDA, NEW YORK

FINANCE  
PLAN  
AVAILABLE